

Amendments to the Claims:

1-40 (Canceled)

41. (Currently Amended) A computerized on-line incentive system for awarding points to ~~a user~~ an agent conducting an on-line purchase for a customer, the system comprising:

- (a) an access device connected to a network;
- (b) a computerized on-line sales environment, connected to the network and thereby accessible to the ~~user~~ agent of the access device, the on-line sales environment permitting the ~~user agent~~ to determine items that are for sale and conduct an on-line purchase of said items; and
- (c) an on-line award system connected to the network, the on-line award system being in communication with the on-line sales environment and possessing an account holding a point total corresponding to the ~~user~~ agent.

42. (Previously Presented) The computerized on-line incentive system of claim 41, wherein the computerized on-line sales environment comprises:

- (a) a computerized reception component adapted to receive information relating to the on-line purchase;
- (b) a computerized processing component adapted to process the information relating to the on-line purchase; and
- (c) a computerized purchasing component adapted to effectuate the on-line purchase.

43. (Previously Presented) The computerized on-line sales environment of claim 42, wherein the reception component, processing component, and purchasing component reside on two or more computers that are in communication with each other and the network.

44. (Previously Presented) The computerized on-line incentive system of claim 41, wherein the computerized on-line sales environment comprises:

- (a) a computerized on-line purchase system adapted to receive the on-line purchase request;

(b) a conversion system adapted to convert the on-line purchase request into one or more different formats; and

(c) an on-line purchase facility adapted to effectuate the on-line purchase.

45. (Previously Presented) The computerized on-line incentive system of claim 41, wherein the computerized on-line sales environment comprises one or more on-line purchase computers connected to the network, the on-line purchase computers being adapted to receive, process, and effectuate the on-line purchase request.

46. (Previously Presented) The computerized on-line incentive system of claim 41, wherein the on-line award system further comprises a verifier classifying a point amount as pending until a predetermined event occurs and converting the pending point amount to a redeemable point amount after the occurrence of the event.

47. (Previously Presented) The computerized on-line incentive system of claim 41, wherein the on-line award system further comprises a verifier classifying a point amount as pending for a predetermined amount of time after the assignment of the point amount and converting the pending point amount to a redeemable point amount after the predetermined amount of time.

48. (Previously Presented) The computerized on-line incentive system of claim 41, wherein the on-line award system further comprises:

(a) a first verifier classifying a point amount as pending until a predetermined event occurs; and

(b) a second verifier maintaining the point amount as pending for a predetermined amount of time after the occurrence of the event and converting the pending point amount to redeemable after the predetermined amount of time.

49. (Currently Amended) The computerized on-line incentive system of claim 42, wherein the information relating to the on-line purchase includes a log-in identifier related to the ~~user~~ agent.

50. (Currently Amended) The computerized on-line incentive system of claim 41, wherein the on-line awards system further comprises a reporter adapted to report the point total assigned to the ~~user~~ agent.

51. (Currently Amended) The computerized on-line incentive system of claim 50, wherein the reporter reports on-line the point total to the ~~user~~ agent.

52. (Currently Amended) The computerized on-line incentive system of claim 50, wherein the reporter reports in a hard copy format the point total for the ~~user~~ agent.

53. (Currently Amended) The computerized on-line incentive system of claim 50, wherein the reporter reports a pending point total for the ~~user~~ agent.

54. (Currently Amended) The computerized on-line incentive system of claim 50, wherein the reporter reports a redeemable point total for the ~~user~~ agent.

55. (Currently Amended) The computerized on-line incentive system of claim 41, wherein the on-line awards system awards a point amount to the ~~user's~~ agent's account based on the monetary value of the on-line purchase.

56. (Currently Amended) The computerized on-line incentive system of claim 41, wherein the on-line awards system identifies on-line whether the ~~user~~ agent has previously received points.

57. (Currently Amended) The computerized on-line incentive system of claim 41, wherein the on-line awards system assigns a bonus point amount to the ~~user~~ agent based upon a predetermined activity in conjunction with the on-line purchase.

58. (Currently Amended) The computerized on-line incentive system of claim 57, wherein the on-line award system assigns the bonus point amount to the ~~user~~ agent based upon one or more given criteria.

59. (Currently Amended) The computerized on-line incentive system of claim 42, wherein the information relating to the on-line purchase uniquely identifies the ~~user~~ agent.

60. (Currently Amended) The computerized on-line incentive system of claim 41, wherein the on-line awards system modifies the ~~user's~~ agent's point total in response to adjustment or cancellation of the on-line purchase.

61. (Currently Amended) A computerized on-line method for awarding points to an ~~individual~~ agent conducting an on-line purchase for a customer, comprising the steps of:

- (a) receiving on-line purchase information from a ~~user~~ the agent via an access device connected to a network;
- (b) determining availability of an item to be purchased;
- (c) communicating the on-line purchase information to an awards system following the purchase of said item;
- (d) awarding points to the ~~user~~ agent based on the on-line purchase information; and
- (e) cumulating the points in a specified account for the ~~user~~ agent;

62. (Previously Presented) The computerized on-line method of claim 61, wherein step (c) further comprises classifying the points as pending points until a predetermined event occurs and converting the pending points to redeemable points after the occurrence of the event.

63. (Previously Presented) The computerized on-line method of claim 61, wherein step (c) further comprises classifying the points as pending points for a predetermined amount of time after the assignment of the points and converting the pending points to redeemable points after the predetermined amount of time.

64. (Previously Presented) The computerized on-line method of claim 61, wherein step (c) further comprises:

- (c)(i) classifying the points as pending points until a predetermined event occurs; and
- (c)(ii) maintaining the points as pending points for a predetermined amount of time after the occurrence of the event and converting the pending points to redeemable points after the predetermined amount of time.

65. (Currently Amended) The computerized on-line method of claim 61, wherein step (d) further comprises reporting the cumulative points assigned to the ~~user~~ agent.

66. (Currently Amended) The computerized on-line method of claim 65, wherein the reporting step comprises reporting on-line the cumulative points assigned to the ~~user~~ agent.

67. (Currently Amended) The computerized on-line method of claim 65, wherein the reporting step comprises reporting in a hard copy format the cumulative points assigned to the ~~user~~ agent.

68. (Currently Amended) The computerized on-line method of claim 65, wherein the reporting step comprises reporting a cumulative total pending points assigned to the ~~user~~ agent.

69. (Currently Amended) The computerized on-line method of claim 65, wherein the reporting step comprises reporting a cumulative total redeemable points assigned to the ~~user~~ agent.

70. (Currently Amended) The computerized on-line method of claim 61, wherein step (c) further comprises assigning the points to the ~~user~~ agent based upon the monetary value of the on-line purchase.

71. (Currently Amended) The computerized on-line method of claim 61, wherein step (c) further comprises identifying on-line whether the ~~user~~ agent has previously received points.

72. (Currently Amended) The computerized on-line method of claim 61, wherein step (c) further comprises assigning a bonus point amount to the ~~user~~ agent based upon a predetermined activity in conjunction with the on-line purchase.

73. (Currently Amended) The computerized on-line method of claim 72, wherein step (c) further comprises assigning the bonus point amount to the ~~user~~ agent based upon one or more given criteria.

74. (Currently Amended) The computerized on-line method of claim 61, wherein step (a) further comprises receiving a character string identifying the ~~user~~ agent.

75. (Previously Presented) The computerized on-line method of claim 61, wherein step (c) further comprises modifying the points in response to adjustment or cancellation of the on-line purchase.

76. (Currently Amended) The computerized on-line method of claim 61, wherein step (c) further comprises the step of storing a cumulative number of points assigned to the ~~user~~ agent following entry of the on-line purchase.